

Claims 1-35 and 37-50 are pending in the present application. Claims 1, 16, 26, 35, 37, 40, 46, 48, and 50 are the independent claims.

Claim 36 has been cancelled without prejudice or disclaimer. Claims 1, 2, 4-8, 10, 12-17, 19-27, 29-35, 37, 40-43, and 46-50 have been amended. As will be appreciated, Applicant has amended Claims 2, 4, 5, 8, and 13-15 to, inter alia, change their dependencies from independent Claim 1 to independent Claim 35. No new matter is believed to have been added.

The aforementioned Office Action objected to the drawings under 37 CFR §1.84(p)(5) for including reference numerals not discussed in the specification. By the present Amendment, Applicant has amended the specification to discuss the subject reference numerals. Specifically, with reference to the original disclosure, reference numeral 1502 is discussed at page 16, line 12, reference numeral 1614 at page 17, line 12, and reference numeral 510 at page 21, line 13. Accordingly, favorable reconsideration and withdrawal of this objection are respectfully requested.

The aforementioned Office Action objected to the specification on formal grounds. By the present Amendment, Applicant has amended the specification in the manner kindly suggested by the Examiner, as well as to correct other minor informalities and improve its idiomatic English form. Accordingly, favorable reconsideration and withdrawal of this objection are respectfully requested.

The aforementioned Office Action rejected Claim 36 under 35 U.S.C. § 112, second paragraph, as allegedly being indefinite. Without conceding the propriety of this rejection, Applicant has cancelled Claim 36. Accordingly, Applicant respectfully submits that this rejection is moot.

Claims 1, 8-16, 23-26, 33-40, 43-46, 48, and 50 have been rejected under 35 U.S.C. §102(b) as being anticipated by European Patent No. WO 95/35534 (Combaluzier). Claims 2-3, 17-18, 27, and 28 have been rejected under 35 U.S.C. §103(a) as being obvious over Combaluzier in view of U.S. Patent No. 5,880,769 (Nemirofsky, et al.). Claims 4-7, 19-22, 29-32, 41, 42, 47, and 49 have been rejected under 35 U.S.C. §103(a) as being obvious over Combaluzier in view of U.S. Patent No. 5,880,769 (Rouyrre, et al.). These rejections are respectfully traversed.

Independent Claims 1 and 26 recite, inter alia, a memory in which are retained a plurality of data items each including contextual information associated with a context of a corresponding one of like services, each of the plurality of data items being associated with an icon. Independent Claim 16 recites, inter alia, a method of using a context sensitive device to enable performance of a desired service from a plurality of like services each having an attribute depending upon a context of each service, the context sensitive device comprising ... a memory in which are retained a plurality of data items each including contextual information associated with a context of a corresponding one of the like services, each of the plurality of data items being associated with an icon. Independent Claim 35 recites, inter alia, a memory in which are retained at least a plurality of data items each including contextual information associated with a context of a corresponding one of like services, each of the data items being associated with an icon. Independent Claim 37 recites, inter alia, a control template, adapted for insertion into a template reader, the template (i) having a user selectable control icon, and (ii) storing a plurality of data items associated with an icon. Independent Claim 40 recites, inter alia, storage means for storing a plurality of data items associated with an icon. Independent

Claim 46 recites, inter alia, inserting a control template into a template reader, the template (i) having a user selectable control icon, and (ii) storing a plurality of data items associated with an icon. Independent Claim 48 recites, inter alia, a computer-readable medium for storing a program for a system providing a context sensitive service from a plurality of like services each having an attribute depending upon a context of each service, wherein a control template is inserted into a template reader, the template (i) having a user selectable control icon, and (ii) storing a plurality of data items associated with the icon. Independent Claim 50 recites, inter alia, a computer-readable medium for storing a program for using a context sensitive device ... wherein the context sensitive device comprises ... a memory in which are retained a plurality of data items each including contextual information associated with a context of a corresponding one of like services, each of the data items being associated with an icon.

However, Applicant respectfully submits that none of the citations of record, either alone or in combination, teaches or suggests at least the aforementioned features of independent Claims 1, 16, 26, 35, 37, 40, 46, 48, and 50.

Combaluzier relates to a control unit with a keypad connectable to a smart card for activating the unit and keypad and teaches that the control unit is activated by the insertion of a smart card 3 and including a keypad 2 comprising a number of a keys. Data 14 is disposed on the back of the card and each datum (i) corresponds to one of the keys and (ii) is representative of the function attributed to each corresponding key by said memory card. (Combaluzier , page 4, lines 16-21). Combaluzier further teaches that this programming permits assigning to each tactile key a function which clearly relates to the data 14 carried by the memory card 3. (Combaluzier, page 7, lines 7-9). Thus,

Combaluzier teaches or suggests storing only a single piece of data associated with each key on the surface of the card.

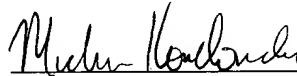
Regarding the rejection of Claims 2-7, 17-22, 27-32, 41, 42, 47, and 49 under 35 U.S.C. § 103, Nemirofsky, et al. relates to an interactive smart card system for integrating the provision of remote and local services and is cited for its alleged teaching of a transceiver apparatus while Rouyrre, at al. relates to a smart tool for communication and an applicane making use thereof and is cited for its alleged teaching of requesting another output signal when contextual information does not match that actual context of the desired service. However, Applicant respectfully submits that neither Nemirofsky, et al. nor Rouyrre, at al. add anything to the teachings of Combaluzier that would remedy the aforementioned deficiency.

In view of the foregoing, Applicant submits that the independent claims patentably define the present invention over the citations of record. Further, the dependent claims should also be allowable for the same reasons as the base claims from which they depend and further due to the additional features that they recite. Separate and individual consideration of each of the dependent claims is respectfully requested.

Applicant believes the present Amendment is responsive to each of the points raised by the Examiner in the Official Action and submits that the present application is in allowable form. Favorable consideration of the claims and passage to issue of the present application at the Examiner's earliest convenience earnestly are solicited.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below listed address.

Respectfully submitted,



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VERSION WITH MARKINGS TO SHOW CHANGES MADE TO THE SPECIFICATION

Paragraph starting at page 1, line 11 and ending at line 18 has been amended as follows:

--Various means are known for [customising] customizing the delivery of content information based on physical location. For example, in the field of Internet content delivery, there are Web servers which can deliver different content, based on metadata that is sent from the Web browser. The [Microsoft™] MICROSOFT™ owned [Hotmail™] HOTMAIL™ Web mail service decides, based on an Internet Protocol (IP) address ending in *.au*, that a user resides in Australia and consequently presents advertising links to ['Microsoft Network (MSN) Australia™'] 'MICROSOFT NETWORK (MSN) AUSTRALIA™'. However, using an IP address to predict physical location is inaccurate since some companies with offices in Australia have IP addresses that end in *.com*--

Paragraph starting at page 9, line 1 and ending at line 10 has been amended as follows:

--The user interface surface 112 has provided thereon a number of graphical icons, a first group of which depict an alphanumeric keypad 114 in a fashion similar to keypads known in the art of telecommunications and like arrangements. A number of other user or service provider (eg. a telecommunications company) customisable icons [120-128] 120, 122, 124, and 126-128 can also be provided. The smart-card 101 is preferably pre-programmed by a user. Alternatively, the smart-card 101 is pre-programmed by a service provider and supplied to

the user for a fee. The icons [114-128] 114, 116, 118, 120, 122, 124, 126, and 128 configured upon the surface 112 are each associated with an x-y co-ordinate mapping retained within the computer chip 106 and which provides for interpretation of a user selection of any one of the icons 114-128 (to be described).--

Paragraph starting at page 9, line 16 and ending at line 22 has been amended as follows:

--A signal 362 output from the reader 302 may be used to provide for implementation of a service, via a base station 903, as seen in Fig. [4] 9, depending on context information received by the base station 903, in accordance with the smart-card 101 of the embodiments. The smart-card reader 302 is preferably connected to the base station 903 via a two-way digital communications link 362 such as a Radio Frequency (RF) Link. However, any known communications link (eg. infra-red) can be used with the embodiments.--

Paragraph starting at page 9, line 23 and ending at page 10, line 7 has been amended as follows:

--In a first embodiment of the present invention, a user is provided with a smartcard 401, as seen in Fig. [5] 4, which serves as a phone [dialler] dialer card when inserted into the reader 302. The card 401 comprises several icons 403, 405 and 407, which have been labelled "Emergency", "Police" and "Fire", respectively. The icons [401 to 405] 403, 405, and 407 have been preferably pre-programmed with telephone numbers, by a user or a service

provider (eg. a telecommunications company), for the respective emergency services related to the icons 401 to 405. The method of programming the smart-card 401 will be described later in this document with reference to Fig. 5. As emergency service telephone numbers differ from country to country, the smart-card 401 preferably includes a pre-programmed table of all of the telephone numbers, including the country codes for the countries in which the card 401 has been designated to operate in by the service provider or user.--

Paragraph starting at page 10, line 8 and ending at line 12 has been amended as follows:

--Fig. [6] 10 is a flow chart showing the sequence of communications that would occur between the reader 302 and the base station 303, if the user inserted the card 401 into the reader 302 and pressed the icon 403 labelled "Emergency". The process begins at step 1001, where if the user happens to be in Sydney, Australia, the reader 102 transmits the following command to the base station 303:--

Paragraph starting at page 10, line 23 and ending at page 11, line 5 has been amended as follows:

--Fig. [7] 11 is a flow chart showing the sequence of communications that would result between the reader 302 and another base station (not illustrated) which is located in the U.S.A., if the user then took the smart-card 401 and smart-card reader 302 to New York, U.S.A., and again pressed the icon 403 labelled Emergency. The process begins at step 1101, where the

same command as above is sent to the base station (not illustrated) which is located in the U.S.A. At the next step 1103, the base station checks to see if the country code is correct [(ie.] (i.e. country = 1). If the country code is incorrect the U.S.A. located base station would indicate to the reader 302, at step 1105, that the reader 302 should resend the command with the correct country code by sending:--

Paragraph starting at page 11, line 17 and ending at line 22 has been amended as follows:

--Fig. [8] 13 shows a generic process 1300, in the form of a sequence of method steps, for context sensitive service provision, using a control template. The process 1300 commences at 1312, and in a subsequent step 1302, a user inserts the control template (eg the phone dialler card shown in Fig. [5] 4) into a reader. Thereafter, in a step 1304, the user selects a control icon on the surface of the template, this action communicating a signal, as depicted in a subsequent step 1306 from the reader to a service provision device.--

Paragraph starting at page 12, line 14 and ending at line 23 has been amended as follows:

--Fig. [9] 14 shows a more detailed process 1400, comprising a sequence of method steps, for context sensitive service provision, using a control template. The process 1400 commences at a step 1402. In a subsequent step 1404, a user selection of at least one icon on the template relates signals generated from the user selection with a corresponding stored character

string which includes contextual information. In a following step 1406, an output signal including the stored character string is transmitted, thereby indicating the desired service. Thereafter, in a step 1408, the transmitted contextual information is compared to an "actual" portion of contextual information, and performance of the desired service is enabled, in a step 1410, dependent upon the outcome of the comparison. The process 1400 terminates in a step 1412.--

Paragraph starting at page 13, line 7 and ending at line 12 has been amended as follows:

--Fig. [10] 12 shows the sequence of communications that would occur between the smart-card reader 302 and the processors of the photocopiers when the user inserts the smart-card 101 into the reader 302 of copier A after having used the card 101 on a different machine Z. The process begins at step 1201, where the following command is sent to the processor of copier A:

copier= Zcopies?1.--

Paragraph starting at page 14, line 1 and ending at line 6 has been amended as follows:

--When the smart-card 101 of the second embodiment is now taken to [another] another copier [(eg.) (e.g. copier B) and inserted into a smart-card reader 302 mounted on copier B, a different sequence of communications occurs between the smart-card reader 302 mounted

on copier B and the processor of copier B, as seen in Fig. [11] 6. The process begins at step 601, where the reader 302 sends the following command to the processor of copier B:

copier=A copies?1;collating;stapling.--

Paragraph starting at page 16, line 12 and ending at line 14 has been amended as follows:

--Fig. [12] 15 shows a smart-card 1500, in a reader 1502, with a button 1504 labelled "Call Office" by which a connection can be made to a support office from anywhere in the world at any time.--

Paragraph starting at page 16, line 15 and ending at line 18 has been amended as follows:

--Turning to Fig. [13] 16, a process 1600 is shown, comprising a sequence of method steps, for placing a call to the aforementioned support office. It is assumed that two smart-card readers A and B are available (not shown), owned by a technical person and a sales person respectively and that these communicate with "intelligent" telephones.--

Paragraph starting at page 17, line 7 and ending at line 12 has been amended as follows:

--It is noted that the current time is expressed in Greenwich Mean Time (GMT) to avoid ambiguities with time-zones. Next, in a step 1610, the reader A and the smart-card use the

above received information about the location and the time to index into a table of stored phone numbers, (stored on the smart-card), and send the following request:

country=61 reader=A time=1700 call?number=0011-1-650-555-1212

which will connect the technical person, in a following step 1612, with the San Jose technical support office. Then the process ends at step 1614.--

Paragraph starting at page 17, line 13 and ending at line 18 has been amended as follows:

--Turning to Fig. [14] 17, a process 1700 is shown, comprising a sequence of method steps, for another example of placing a call to the aforementioned support office. In this instance, the process 1700 commences at a step 1702, after which, in a next step 1704, a second user, who is a sales person, initiates a call at 7 pm from reader B. At this time, sales support is handled by the UK office where it is 9 am. Pressing the Call button on the card, as depicted in the next step 1706, causes the following to be sent:--

Paragraph starting at page 17, line 25 and ending at line 26 has been amended as follows:

--The smartcard 1500, together with the reader B respond, in a next step [1710as] 1710 as follows:--

Paragraph starting at page 19, line 9 and ending at line 11 has been amended as follows:

--As seen in Fig. [16] 8, the computer system 800 comprises a computer module 701, input devices such as a keyboard 702 and mouse 703, and output devices including a smart-card programmer 840 and a display device 714.--

Paragraph starting at page 19, line 12 and ending at line 17 has been amended as follows:

--Further, and as seen in Fig. [17] 7, a Modulator-Demodulator (Modem) transceiver device 716 may be used by the computer module 701 for communicating to and from a communications network 720, for example connectable via a telephone line 721 or other functional medium. The modem 716 can be used to obtain access to the Internet, and other network systems, such as a Local Area Network (LAN) or a Wide Area Network (WAN).--

Paragraph starting at page 20, line 23 and ending at page 21, line 20 has been amended as follows:

--Returning to Fig. [15] 5, the programming process is now described. In process step 500, coordinates for a specified region are entered, while in parallel (or alternatively sequentially) information associated with the region in question is entered in process step 502. With reference to the emergency services telephone card 401, the coordinates of a button, icon or region are x-y coordinate measurements measured from convenient points, say a top left hand

corner and bottom right corner of the card 401, while the command information associated with the icon or region is the telephone number for the particular emergency service. Once both these pieces of information are entered via the keyboard 702, they are loaded by the software via the smart-card programmer 840 into the smart-card memory in step 504. This information is stored in the smart-card memory as a member of a table, [eg] e.g. {TL, BR, "COMMAND"}.

Thereafter in step 506, the programming process tests whether further information is to be programmed onto the card. In the event that further information is required, the programming process is directed back to process [step] steps 500 and 502 as shown by arrow 512. In the event, however, that the programming is complete, the programming process is directed to a process step 508, where the user or service provider is able to select appropriate graphics from the software application. These graphics are printed (step 510) by means of the smart-card programmer 840 onto the smart-card upper surface. The smart-card programmer 840 uses the x-y coordinate measurements entered by the user for printing the graphics at the appropriate locations. It is possible to make use of more complex graphics, and for example a miniature picture of a Fire Engine or Red Cross Sign can be printed on the card 401. It will be apparent that although a simple table-driven arrangement is described here, a general decision or mapping algorithm whereby one or more inputs from a user, and one or more inputs from context result in output of a string can also be used.--

VERSION WITH MARKINGS TO SHOW CHANGES MADE TO THE CLAIMS

1. (Amended) A context sensitive device for selecting a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the context sensitive device comprising:

a card portion having a surface onto which [are] is formed a [plurality of] user interpretable [icons] icon; and

electronic apparatus attached to said card portion, said electronic apparatus comprising:

a memory in which are retained [at least] a plurality of [character strings] data items each including contextual information associated with a context of a corresponding one of said like services, each of said [character strings] plurality of data items being associated with [a corresponding one of] said [icons] icon;

processor means coupled to said memory means; and

communication means for coupling said processor means to a reading device configured to facilitate [reading] operation of said context sensitive device,

wherein said processor means is configured to relate [reading] signals (a) generated from a user selection of [at least one of] said [icons] icon and (b) received via said communication means with at least one of said retained [character strings] data items to thus transmit an output signal having contextual information associated with the desired service [for

indicating] and enable performance of the [a] desired service based on said contextual information.

2. (Amended) A context sensitive device according to claim [1] 35, wherein the reading device further [comprising] comprises a transceiver apparatus for receiving and analysing said output signal in order to enable or reject a performance of said desired service based on said contextual information.

4. (Amended) A context sensitive device according to [any one of claims 1 to 3] claim 35, wherein said performance of said desired service is enabled if the contextual information in the output signal [a portion of contextual information] matches [an] the actual [portion of contextual information] context of the desired service, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

5. (Amended) A context sensitive device according to [any one of claims 1 to 3] claim 35, wherein said performance of said desired service is enabled if [a portion of] contextual information in the output signal falls within a predetermined range, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

6. (Twice Amended)

A context sensitive device according to claim 4, wherein said processor means compares said plurality of [character strings] data items with a subsequently received [character string] data item upon said request for [another] transmission of another said output signal.

7. (Amended) A context sensitive device according to claim 6, wherein said processor means is configured to transmit another output signal based on said comparison of said plurality of [character strings] data items with said subsequently received [character string] data item.

8. (Amended) A context sensitive device according to claim [1] 35, further comprising additional user interpretable icons wherein said icons comprise a first set of icons providing for user generation of said retained [character strings] data items, and a second set of icons corresponding to those said icons associated with said retained [character strings] data items.

10. (Amended) A context sensitive device according to claim 9, wherein said first set of icons further depicts at least one control function associated with forming said [reading] signals generated from user selection of said icons.

12. (Amended) A context sensitive device according to claim 8, wherein said [reading] signals generating from user selection of said icons comprise position information of said icons on said surface and said memory means and processor means together perform a mapping function to associate said position information with individuals characters of said [strings] data items to thereby interpret a user selection of a plurality of icons of said first set with one of said [character strings] data items.

13. (Twice Amended)

A context sensitive device according to [any one of claims 1 to 3 and 8 to 12] claim 35, wherein said reading device comprises a touch panel configured to overlay said surface and through which said icons are visible to said user.

14. (Twice Amended)

A context sensitive device according to [any one of claims 1 to 3 and 8 to 12] claim 35 , wherein said contextual information is related to position.

15. (Twice Amended)

A context sensitive device according to [any one of claims 1 to 3 and 8 to 12] claim 35, wherein said contextual information is related to time.

16. (Amended) A method of using a context sensitive device to enable performance of a desired service from a plurality of like services each having an attribute depending upon a context of said each service, said context sensitive device comprising:

a card portion having a surface onto which [are] is formed [a plurality of] user interpretable [icons] icon; and

electronic apparatus attached to said card portion, said electronic apparatus comprising:

a memory in which are retained [at least] a plurality of [character strings] data items each including contextual information associated with a context of a corresponding one of said like services, each of said [character strings] plurality of data items being associated with [a corresponding one of] said [icons] icon;

processor means coupled to said memory means; and

communication means for coupling said processor means to a reading device configured to facilitate [reading] operation said context sensitive device;

said method comprising the steps of:

(a) relating [reading] signals generated from a user selection of [at least one of] said [icons] icon and received via said communication means with at least one of said retained [character strings] data items including [a portion of] associated said contextual information;

(d) transmitting an output signal including said at least one retained [character string] data item, wherein said output signal indicates said desired service;

- (e) comparing said [portion of] contextual information in the output signal to an actual [portion of contextual information] context of the desired service; and
- (f) enabling said performance of said desired service based on said comparison.

17. (Amended) The method according to [claims] claim 16, wherein said [context sensitive] reading device further comprises a transceiver apparatus for receiving and analysing said output signal in order to carry out said comparison and thus to enable performance of said desired service based on said comparison.

19. (Amended) The method according to [any one of claims] claim 16 [to 18], wherein said performance of said desired service is enabled if said [portion of] contextual information in the output signal matches [an] the actual [portion of contextual information] context of the desired service, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

20. (Amended) The method according to [any one of claims] claim 16 [to 18], wherein said performance of said desired service is enabled if said portion of contextual information falls within a predetermined range, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

21. (Twice Amended)

The method according to claim 19, comprising the further step of comparing said plurality of [character strings] data items with a subsequently received [character string] data item upon said request for [another] transmission of another said output signal.

22. (Amended) The method according to claim 21, comprising the further step of transmitting another output signal based on said comparison of said plurality of [character strings] data items with said subsequently received [character string] data item.

23. (Twice Amended) A method according to [any one of claims] claim 16 [to 18], wherein said reading device comprises a touch panel configured to overlay said surface and through which said icons are visible to said user.

24. (Twice Amended)

The method according to [any one of claims] claim 16 [to 18], wherein said contextual information is related to position.

25. (Twice Amended)

The method according to [any one of claims] claim 16 [to 18], wherein said contextual information is related to time.

26. (Amended) A context sensitive device for selecting a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the context sensitive device comprising:

a card portion having a surface onto which is formed a user interpretable icon and an electronic apparatus attached to said card portion, said electronic apparatus comprising:

a memory in which are retained [at least] a plurality of [character strings] data items each including contextual information associated with a context of a corresponding one of said like services, each of said plurality of data items being associated with said icon;

processor means coupled to said memory means; and

communication means for coupling said processor means to a reading device configured to facilitate [reading] operation of said context sensitive device,

wherein said processor means is configured to transmit, upon selection of the icon, an output signal including [a portion of said] contextual information from one of the retained data items, for indicating [a] the desired service based on said contextual information.

27. (Amended) A context sensitive device according to claim 26, wherein the reading device further comprising a transceiver apparatus for receiving and analysing said output signal in order to enable or reject a performance of said desired service based on said [portion of] contextual information.

29. (Amended) A context sensitive device according to [any one of claims] claim 26 [to 28], wherein said performance of said desired service is enabled if said [portion of said] contextual information in the output signal matches [an] the actual [portion of contextual information] context of the desired service, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

30. (Amended) A context sensitive device according to [any one of claims] claim 26 [to 28], wherein said performance of said desired service is enabled if said [portion of] contextual information falls within a predetermined range, otherwise [another] transmission of another said output signal having contextual information matching the actual context of the desired service is requested.

31. (Twice Amended)

A context sensitive device according to claim 29, wherein said processor means is configured to compare said plurality of [character strings] data items with a subsequently received [character string] data item upon said request for [another] transmission of another said output signal.

32. (Amended) A context sensitive device according to [any one of claims] claim 31, wherein said processor means is configured to transmit another output signal based on

said comparison of said plurality of [character strings] data items with said subsequently received [character string] data item.

33. (Twice Amended)

A context sensitive device according to [any one of claims] claim 26 [to 28], wherein said contextual information is related to position.

34. (Twice Amended)

A context sensitive device according to [any one of claims] claim 26 [to 28], wherein said contextual information is related to time.

35. (Amended) A context sensitive device for selecting a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the context sensitive device comprising:

a card portion having a surface onto which [are] is formed a [plurality of] user interpretable [icons] icon;

a memory in which are retained at least a plurality of [character strings] data items each including contextual information associated with a context of a corresponding one of said like services, each of said [character strings] data items being associated with [a corresponding one of] said [icons] icon; and

communication means for coupling said memory to a processor means of a reading device configured to facilitate [reading] operation of said context sensitive device, wherein said processor means is configured to relate [reading] signals (a) generated from a user selection of [at least one of] said [icons] icon and (b) received via said communication means, with at least one of said retained [character strings] data items to thus transmit an output signal [for indicating] having contextual information associated with the desired service and enable performance of [a] the desired service based on said contextual information.

37. (Amended) A context sensitive service provision system for providing a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the system comprising:

a control template, adapted for insertion into a template reader, the template (i) having [at least one] a user selectable control icon, and (ii) storing a [character string] plurality of data items associated with said [at least one] icon, each said [character string] data item incorporating [icon] contextual information associated with a context of a corresponding one of said like services;

said reader, being responsive to a user selection of said [at least one] control icon of an inserted said control template, said reader being adapted to communicate a signal including one of said associated [character string] data items; and

a service provision device, responsive to a communicated said signal, and adapted to provide a service corresponding to the associated [character string] data item dependent upon the [icon] contextual information contained in said communicated signal.

40. (Amended) A control template, adapted for insertion into a template reader for use in a context sensitive service provision system for providing a desired service from a plurality of like services each having an attribute depending upon a context of said each service, the control template comprising:

[at least one] a user selectable control icon; and

storage means for storing a plurality of [character string] data items associated with said [at least one] icon, each said [character string] data item incorporating [icon] contextual information associated with a context of a corresponding one of said like services.

41. (Amended) A context sensitive service provision system according to claim 37, wherein

the reader has reader contextual information associated therewith, said reader contextual information being communicated in the signal;

the service provision device has device contextual information associated therewith defining the actual context of the service provision device;

the service provision device is further adapted to provide the desired service if the device contextual information matches at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal; and

the service provision device is further adapted to (i) communicate the device contextual information to the reader, and (ii) request at least one of updated [icon] contextual information and updated reader contextual information, if the device contextual information does not match at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal.

42. (Amended) A context sensitive service provision system according to claim 37, wherein said desired service is provided if at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal falls within range defined by the device contextual information.

43. (Amended) A context sensitive service provision system according to claim 37, wherein said control template further comprises a first set of user selectable control icons providing for user generation of [character strings] data items, and a second set of user selectable control icons with which said [character strings] data items are associated.

46. (Amended) A method of providing a context sensitive service, said service being one of a plurality of like services each having an attribute depending upon a context of said each service, the method comprising steps of:

inserting a control template into a template reader, the template (i) having [at least one] a user selectable control icon, and (ii) storing a plurality of [character string] data items associated with said [at least one] icon, each said [character string] data item incorporating [icon] contextual information associated with a context of a corresponding one of said like service;

selecting, by a user, said [at least one] control icon;

communicating, by said reader, in response to the user selection, a signal including said associated [character string] data item having contextual information associated with said context sensitive service;

receiving, by a service provision device, of said communicated signal; and

providing, by the service provision device, a service corresponding to the associated [character string] data item dependent upon the [icon] contextual information contained in said communicated signal.

47. (Amended) A method of providing a context sensitive service according to claim 46, comprising further steps of:

communicating, by the reader, reader contextual information associated with the reader; wherein:

if device contextual information associated with the service provision device matches at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal, the providing step is performed; and wherein:

if the device contextual information does not match at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal, the providing step is preceded by the steps of:

communicating, by the service provision device, device contextual information to the reader; and

requesting, by the service provision device, at least one of updated [icon] contextual information and updated reader contextual information.

48. (Amended) A computer readable medium for storing a program for a system providing a context sensitive [information] service from a plurality of like services each having an attribute depending upon a context of said each service; wherein a control template is inserted into a template reader, the template (i) having [at least one] a user selectable control icon, and (ii) storing a plurality of [character string] data items associated with said [at least one] icon, each said [character string] data item incorporating [icon] contextual information associated with a context of a corresponding one of said services; and wherein said [at least one] control icon is selected by a user,[:] said program comprising:

code for a communicating step, for communicating, by said reader, in response to the user selection, a signal including said associated [character string] data item;

code for a receiving step, for receiving, by a service provision device, of said communicated signal; and

code for a providing step, for providing, by the service provision device, a service corresponding to the associated [character string] data item dependent upon the [icon] contextual information contained in said communicated signal.

49. (Amended) A computer readable medium according to claim 48, further comprising:

code for a communicating step, for communicating, by the reader, reader contextual information associated with the reader;

code for a communicating step, for communicating, by the service provision device, device contextual information to the reader if the device contextual information does not match at least one of the [icon] contextual information and the reader contextual information contained in said communicated signal; and

code for a requesting step, for requesting, by the service provision device, at least one of updated [icon] contextual information and updated reader contextual information.

50. (Amended) A computer readable medium for storing a program for using a context sensitive device to enable performance of a desired service from a plurality of like services each having an attribute depending upon a context of said each service,[:] wherein said context sensitive device comprises:

(i) a card portion having a surface onto which [are] is formed a [plurality of] user interpretable [icons] icon, and electronic apparatus attached to said card portion; said apparatus comprising:

(a) a memory in which are retained [at least] a plurality of [character strings] data items each including contextual information associated with a context of a corresponding one of said like services, each of said [character strings] data items being associated with [a corresponding one of] said [icons] icon;

(b) processor means coupled to said memory means; and

(c) communication means for coupling said processor means to a reading device configured to facilitate [reading] operation of said context sensitive device;

said program comprising:

(a) code for a relating step for relating [reading] signals (a) generated from a user selection of [at least one of] said [icons] icon and (b) received via said communication means, with at least one of said retained [character strings] data items [including a portion of said contextual information];

(b) code for a transmitting step for transmitting an output signal including said [at least one] retained [character string] data item, wherein said output signal indicates said desired service;

(c) code for a comparing step for comparing said [portion of] contextual information to [an] the actual [portion of contextual information] context of the desired service;

and

(d) code for an enabling step for enabling said performance of said desired service based on said comparison.